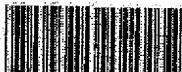


**REQUEST FORM FOR CONTINUED EXAMINATION (RCE)
UNDER 37 CFR 1.114**

**MAIL STOP RCE
COMMISSIONER FOR PATENTS
P.O. BOX 1450
ALEXANDRIA, VA 22313-1450**



27299

PATENT TRADEMARK OFFICE

**CERTIFICATE OF ELECTRONIC
(EFS-WEB) TRANSMISSION**

I hereby certify that this correspondence is being transmitted via the Office electronic filing system in accordance with 37 C.F.R. § 1.8(a)(i)(C) from the Pacific Time Zone of the United States on the local date shown below.

Date Mailed: Thursday, September 09, 2010

By 

Julie M. Flores
Reg. No. 58,559

Dear Sir,

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of prior Application No. 10/639,070 filed on August 12, 2003, entitled TECHNIQUE FOR EFFECTIVELY DELIVERING TARGETED ADVERTISEMENTS THROUGH A COMMUNICATIONS NETWORK HAVING LIMITED BANDWIDTH, by inventor(s): Steven E. Riedl. Applicant(s) request that the file jacket and entire contents of prior Application No. 10/639,070 filed on August 12, 2003 be considered.

Enclosed are the following documents:

- (X) Amendment and Response to Final Office Action and Notice of Panel Decision (Including Request for Continued Examination) (19 Pages).

The fee has been calculated as shown below:

CLAIMS AS FILED

CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NO. PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADDITIONAL FEE
Basic Filing Fee			\$810	= \$810
Total Claims	50	MINUS	63	= 0 X \$ 52 = \$0
Independent Claims	6	MINUS	10	= 0 X \$220 = \$0
If application has been amended to contain multiple dependent claim(s), then add			\$390	= \$0
(Select only one)		one month	\$130	= \$0
Time Extension Fees:		two months	\$490	= \$0
		three months	\$1110	= \$0
			TOTAL ADDITIONAL FEE FOR THIS APPLICATION	\$810.00

(X) The Commissioner is hereby authorized to charge any required fees under 37 CFR 1.16 and 1.17 to Deposit Account No. 501423.

Address all future communications to:

Gazdzinski & Associates, PC
16644 West Bernardo Drive, Suite 201
San Diego, CA 92127
Telephone (858) 675-1670
Facsimile (858) 675-1674

Date: September 9, 2010

Signature: 

Julie M. Flores
Registration No. 58,559
Attorney of Record